

Remarks

Summary of the Office Action

Claims 1, 2, 6-18, 20-37, 40-43, 45-48, and 50-53 are pending in the application.

Claims 1, 2, 6-18, 20-34, 36, 37, 40-43, 45-48, and 50-53 are rejected under 35 U.S.C. § 102(e) as being anticipated by Srinivasan et al. U.S. Patent No. 6,357,042 (hereinafter "Srinivasan").

Claim 35 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Srinivasan.

These rejections are respectfully traversed.

Summary of Applicants' Reply

Applicants have amended independent claims 1, 18, 32, 36, 37, 43, 48, and 53 to more particularly define the invention. Support for the amendments can be found, for example, on page 12, lines 19-30 of applicant's specification.*

Reconsideration of this application in light of the amendments and the following remarks is hereby respectfully requested.

Summary of Telephonic Interviews

The Examiner and the undersigned held a telephonic interview on March 5, 2006. The undersigned wishes to thank the Examiner for the courtesies extended during this interview. An agreement was reached that applicants would prepare amendments, such as the amendments

* The recitation of support for independent claims 1, 18, 32, 36, 37, 43, 48, and 53 is not intended to be exclusive. There may be support found elsewhere in the specification.

provided in this paper, to overcome the prior art of record. The undersigned and the Examiner discussed amendments similar to those shown in this paper and the Examiner indicated that such amendments are patentable over the prior art of record, pending a subsequent prior art search.

Applicants' Reply to the
Prior Art Rejections

Amended independent claim 1 is directed to a method that specifies, among other things, "comparing metadata associated with [an] object selected by [a] user with metadata associated with [a] plurality of advertisements related to the object" and "selecting one of the plurality of advertisements related to the object based on the [comparison of the metadata of the selected object to the metadata of the plurality of advertisements related to the object].

The Examiner points to column 12, lines 20-34 and column 7, lines 32-48 to contend that Srinivasan shows the above-recited features. These portions of Srinivasan indicate that a hyperlink is invoked to deliver advertising data to the user when the user selects entities during playback of the video. That is, when an entity is selected, only the advertisement associated with that entity's hyperlink is displayed. In other words, in Srinivasan, advertisements displayed in response to selection of an entity are predetermined (by the hyperlink associated with the selected object).

This is in contrast with applicants' approach which provides a plurality of advertisements that are related to any given object and selects only one of the plurality of objects related to the object based on a

comparison of the metadata associated with the selected object and metadata associated with the plurality of advertisements related to the selected object. In Srinivasan, there is no pool of advertisements from which an advertisement can be selected (or displayed) when an object is selected. Rather, when the user selects an object, only the lone advertisement connected to the hyperlink associated with that object is selected.

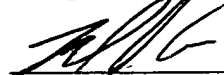
Accordingly, for at least this reason, applicants respectfully submit that the rejection of independent claim 1 should be withdrawn. The rejection of independent claims 18, 32, 36, 37, 43, 48, and 53 should also be withdrawn for at least the same reason.

Claims 2, 6-17, 20-31, 33-35, 40-42, 45-47, and 50-52 depend from independent claims 1, 18, 32, 36, 37, 43, 48, and 53, respectively, and are allowable at least because claims 1, 18, 32, 36, 37, 43, 48, and 53 are allowable.

Conclusion

For at least the reasons set forth above, applicants respectfully submit that this application is in condition for allowance. Reconsideration and prompt allowance of this application are respectfully requested.

Respectfully submitted,



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